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March 25, 1997

APR 8 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communication Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Re: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Bent Tree Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Miami, Florida

Ernesto D. Valdez

25 de marzo de 1997

Chairman Reed Hundt y Comisionados del FCC
c/o Federal Communication Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Ref: CS Docket No. 97-55, FCC 97-34

Estimado Chairman Hundt and Comisionados:

Les escribo a nombre del PTA Nacional y el PTA de Bent Tree Elementary School para hacer constar mi oposicion al sistema de rating V-chip presentado por Jack Valenti del TV Rating Implementation Group el 17 de enero de 1997. El simbolo que aparece en la pantalla de television no provee suficiente informacion referente al contenido del programa para que asi los padres puedan tomar decisiones sobre que programacion es apropiada para sus hijos. Se han llevado a cabo encuestas que muestran la preferencia de los padres por un sistema de rating que le de a los padres informacion sobre el contenido de los programas. Los padres no quieren que la industria de la television interprete que es lo mejor para sus hijos. Los padres quieren escoger por si mismos que programas deben de ver sus hijos, basado en la informacion sobre el contenido de los programas. Cualquier sistema de rating que no tenga descripcion de contenido en la pantalla es inutil.

Al FCC, por ley, se le requiere que determine si el sistema de rating de la industria ha llenado los requisitos establecidos por el Telecommunications Act de 1996. Yo no creo que este sistema lo hace y le pido al FCC que no apruebe el sistema de rating de la industria. En vez, pido lo siguiente:

- Que bajo ninguna circunstancia el FCC apruebe el sistema de rating de la industria. Es mas, el FCC no deberia aceptar ningun sistema de rating que no incluya informacion sobre el contenido de los programas, tal como V (violencia), S (sexo o desnudez) o L (para lenguaje).
- Que el FCC requiera una banda V-chip lo suficientemente ancha que le permita a los padres recibir mas de un sistema de rating.
- Que el icon de rating en la pantalla sea mas grande, mas visible y aparezca mas a menudo durante la programacion.
- Que la mesa directiva de rating sea independiente de la industria y el FCC e incluya a padres.
- Que cualquier sistema de rating aprobado por el FCC sea evaluado por estudios independientes para determinar si llena las necesidades de los padres de familia.

Gracias por esta oportunidad de comentar sobre algo tan importante como lo son los ninos y las familias.

Atentamente,

Miami, Florida